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In the Specification:

At page 7, starting at line 24, please replace the paragraph with the following amended paragraph:

Figure [.] 12B is a flow diagram illustrating the steps for pre-configuring a traffic predicting system in a first exemplary implementation of a third embodiment of the present invention.

At page 8, starting at line 4, please replace the paragraphs with the following text:

Figure 16A is a diagram of exemplary components of automated location-intelligent traffic notification systems and methods according to embodiments of the present invention.

Figure 16B is a schematic illustration of a location intelligent traffic notification system according to embodiments of the present invention.

At page 25, please replace the paragraph, line 18, please replace the paragraph with the following amended paragraph.

Figure 16A illustrates an exemplary system architecture for providing an automated and location-intelligent traffic notification system that can dynamically provide substantially real-time traffic conditions based on *in situ* determined personalized (custom) individual subscriber location data. As shown, the system 200 includes at least one traffic notification server 205 which can be a web server 205w forming a general computing platform with network connectivity to other components of the system 200 over an IP (internet protocol) network. The system 200 can also include a subscriber database 15, a traffic monitoring system 10, a location determination system 210, an interactive voice response system 215 and an SMS and/or interactive pager gateways and the like.